

Loyalty Launch Kit

“We are born into relationships, we live our lives in relationships with others, and when we die, the effects of our relationships survive in the lives of the living, reverberating throughout the tissue of their relationships.”

-- Ellen Berscheid, University of Minnesota

Welcome to the *Loyalty Launch Kit*!! As a reader of *Why Loyalty Matters*, you probably already have an understanding of the important role that loyalty plays in all facets of our lives. But you may be asking the question:

“How do I put all this to work for me?”

To help you we prepared the *Loyalty Launch Kit* which is the first of a three-part toolkit that will help you to understand how to put the power of loyalty to work for you at home and at work (*Loyalty Launch Kit*, *Relationship DNA Diagnostic Tool*, and *Why Loyalty Matters for Me* workbook). Using these tools will provide you with invaluable techniques to make a difference for yourself and for others by promoting positive behaviors and eliminating negative, harmful patterns of acting and thinking.

The Loyalty Launch Kit is primarily designed to provide greater detail regarding the results of your LoyaltyAdvisor assessment. LoyaltyAdvisor is the interactive assessment tool that is included with *Why Loyalty Matters*. If you are comfortable interpreting your LoyaltyAdvisor results solely from the report, please skip ahead to the Relationship DNA diagnostic tool.

NOTE: Please be certain that you have completed LoyaltyAdvisor you begin. You will need the results report to make use of all three tools.

To do this:

- Log onto <http://www.loyaltyadvisor.com>
- Enter the unique ID code on the back flap of the book
- Answer the questions and
- Save your report for reference
- If you have asked friends and family for feedback, make sure that you have received the results of your friends and family survey before using the Loyalty Launch Kit.

Interpreting LoyaltyAdvisor...

Loyalty is personal! So knowing intellectually that loyalty is important is not enough. We must know how it applies directly to us. But this is difficult since our own biases make self-assessment difficult. This is why we developed LoyaltyAdvisor.

LoyaltyAdvisor was developed from the most comprehensive study of loyalty ever conducted. And the profiling system we developed from this study is scientifically rigorous, so you can be comfortable that what you are seeing is valid.

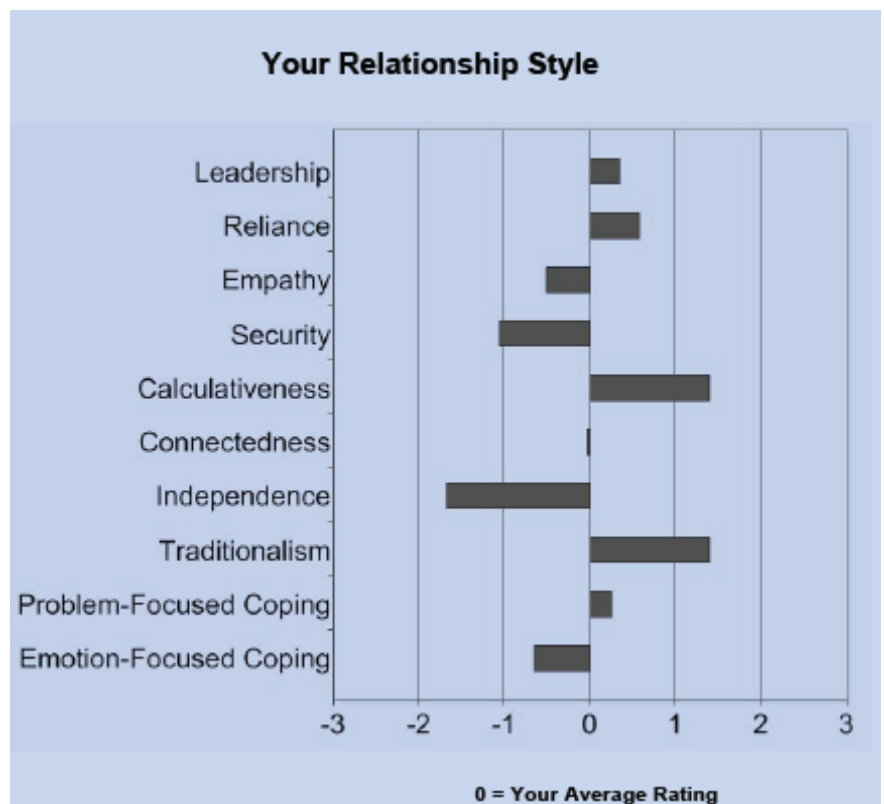
So that LoyaltyAdvisor is meaningful to you, we want to make sure that you fully understand your LoyaltyAdvisor report and how to interpret the results.

Following the title page – which indicates who the LoyaltyAdvisor report is for and when it was generated – you will see a chart similar to the one below. This chart describes for you in simple terms which personality traits are most prominent in your Relationship Style.

In this relationship scoring table, we are focusing only on *you* and no one else. For a second, ignore the bottom two “Coping” attribute scores.

In this case to the right, we would be showing you that, relative to other attributes, Calculativeness, Traditionalism and Reliance are your most prominent personality traits.

The bottom two coping attribute scores should be considered separately from the scores above because they are particularly unique.



The coping attributes describe how you prefer to deal with problems in your life. Are you more of a problem-focused person (more likely to focus on hard facts) or an emotion-focused person (more in tune with your emotions and “gut” instinct)? This chart provides a sense of who you are in terms of how you interact with others.

Though the first chart you see in LoyaltyAdvisor should be intuitive, we included a follow-up that more clearly defines your relationship and personality styles. Using the chart from the previous page, we show you text on your top 2 or 3 dominant attributes and offer an explanation of what your scores are referring to.

...selection. This brings with it a level of formality in interactions and selective articulation of yourself, and control over self presentation.

Traditionalism

The Traditionalism Index describes your perceptions on the nature and pace of your preferred everyday life. It reflects the desire for consistency, normalcy, and regularity. It brings with it a sense of caution when approaching truly unfamiliar situations, and a tendency to operate within your comfort zone. There is no felt need to show off or flaunt.

Reliance

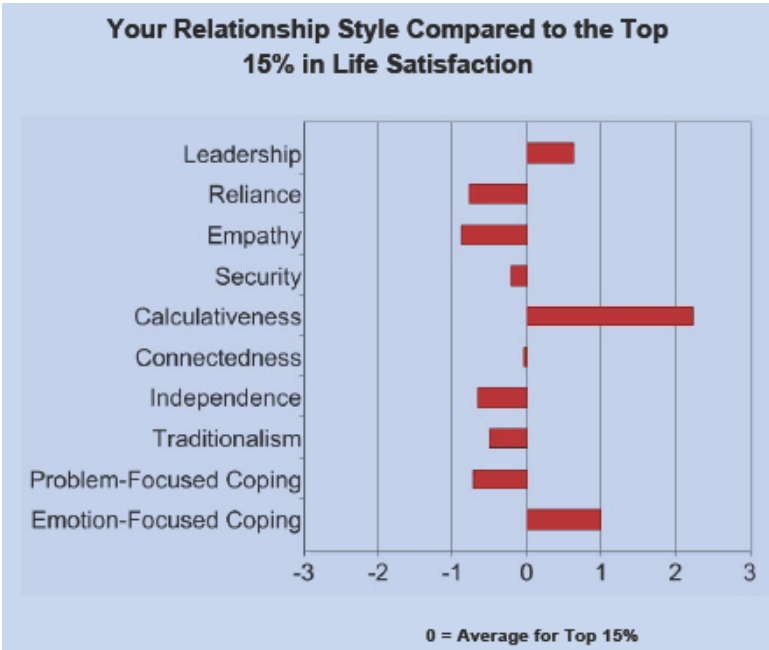
The Reliance Index describes how well you come to trust and attach to people around you. It illustrates the desire to have a personal support

The explanations of your most dominant attributes are specifically non-judgmental. We're not saying that you are good or bad, as there are strengths and weaknesses associated with each attribute. Instead, we're simply pinpointing what your strongest relationship traits are.

When you read this part of the assessment, be certain to think about what you're reading and trace it back to your everyday life and how you perceive yourself. Do you see how these attributes really fit into your life? The more self-reflection you do, the more clearly you will see how these attributes play a huge role in how others see you, and most importantly in how you see yourself.

The next chart and accompanying text, however, may be the most crucial and powerful feature of LoyaltyAdvisor, setting it apart from other tools: a comparison to the Top 15% of people in terms of overall life satisfaction.

This chart shows you how the mix of your relationship styles compare to individuals who report the highest life satisfaction.



This comparison can be incredibly insightful. For example, you might find that the mix of your relationship styles makes even some of your strongest personal attributes, by comparison to the Top 15%, still appear relatively lower.

In active relationships, we can begin to understand the differences between how we see ourselves and how others might view us.

More importantly, we can begin to understand what the potential gains, risks and costs are of our most differentiated attributes. Sometimes the costs are something we can live with, but sometimes we ought to reconsider our behaviors.

lead others to perceive you as being "unemotional" and "manipulative" in some circumstances.

Independence

Your Independence Index is lower relative to other relationship and coping style indices when compared to those within the top 15% in life satisfaction. Your reduced sense of independence allows you to take advantage of and capitalize on other people's ideas. You are more likely take pleasure in the company of others. These tendencies, however, have the potential to lead you to over-rely on others, missing out on the opportunity to make decisions that would best suit your needs.

Empathy

Your Empathy Index is lower relative to other relationship and coping style indices when compared to those within the top 15% in life

When we want to work on individual parts of our personality, these charts and text can be an extremely strong signpost as to how we're doing. Sometimes, though, singling out aspects of our relationship style obscures the bigger picture. Clearly, be cognizant of how you relate to others and also examine your loyalties more holistically.



The chart to the left records our perceptions of our loyalties in various domains of our lives.

For the example to the left, we can see how this respondent has stronger Faith Loyalty relative to other loyalties. And this loyalty exceeds (on average) those ranking in the Top 15% in terms of happiness.

We are not suggesting, however, that if you're above the Top 15% in one set of Loyalties that you should decrease your loyalty there and transplant it somewhere else. The ideal would be for everyone to be high in everything. But the complexities of life make that impossible.

So instead, the Loyalty Comparison chart should be used as a benchmark to help identify which of your loyalties are thriving and which ones may be under-developed. Our recommendation is to focus additional energy on those loyalties that require the most attention. Our research clearly shows that the happiest people are satisfied and have strong loyalties in at least 3 domains of their lives. (This finding corresponds to findings from the leading researchers in psychology.)

It is also important to recognize, however, that like any virtue, misplaced loyalties (just like misplaced love) can create unhappiness. This is almost always the result of toxic relationships. Sadly, most of us to varying degrees have some toxic relationships in our lives. In fact, only 3 out of 10 people **strongly disagree** with the statement “Some relationships to which I feel loyal damage my emotional and psychological well-being.”



Only 3 out of 10!! That means that 70% of us are experiencing a damaging relationship. It is vital that we acknowledge that these relationships exist, and find a means of addressing them if we are to experience the joy in life that we all deserve.

LoyaltyAdvisor can help you understand a great deal about yourself and help you to pinpoint where you stand in terms of your personality and relationship styles, as well as how you compare to others. But one crucial piece is still missing: how do the people in your everyday life see you?

One of the most insightful pieces of LoyaltyAdvisor is the Friends and Family assessment. If we want to know how we really live our loyalties, then we need to hear from those who deserve our loyalty.

LoyaltyAdvisor is designed to provide an honest appraisal. We require 3 or more respondents before calculating scores. And because anonymity is ensured, your friends and family can feel comfortable telling you how they really feel.



This part of the assessment is designed to ask tough questions, where the answers themselves point to an obvious action on your part.

We measure your relationships on the most essential attributes that contribute to healthy, strong and mutually beneficial relationships. And the results don't lie!! This part of our system is not only personal, it's powerful, too! Who better than your closest friends and colleagues to tell you about yourself?

Sometimes, trusting and accepting what others say can be difficult to do. We might not always like what we hear, and sometimes we may wish to defend our actions and behaviors. But excuses never alter circumstances. Therefore, we ask you to be open to the objective, and to *listen* to the feedback that those who matter in your life have generously provided you.

By using this information with an open mind and an open heart, the potential for what you can learn about yourself – and what you can do with that insight – is limitless.